



**ROCKVILLE MAYOR AND COUNCIL PLANNING SESSION**  
**January 15-16, 2010**  
**Glenview Mansion, Rockville Civic Center Park**

**SESSION GOALS**

1. In a group exercise, provide/define perspectives on the current state of the external environment, the City itself, and the Council and analyze for implications
2. In a group exercise, identify the most important elements of Rockville that must be preserved or pursued in order to achieve the City's ideal future and its strategic position; use this input to:
  - Insure that the focus areas of the 2020 Vision are on target
  - Develop any specific, near-term strategies that will insure that the City emerges in a good strategic position as the environment changes
3. Develop a set of specific Priorities to achieve the Mayor and Council's Vision and desired strategic position, including:
  - Considerations
  - Review current priorities to determine whether to continue them and to identify those that are non-priorities
  - New priorities
4. Define appropriate roles for the Mayor, Council and City Manager and discuss any changes in the manner of working together that may enhance effectiveness
5. Identify next steps and/or assignments for implementing the Mayor and Council's Vision and strategic position, Priorities, and operations/relationship agreements

**SESSION AGENDA**

Friday, January 15, 2010

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|--------------|---|
| 4:00 p.m.    | <b>Arrive at Site</b>   |
| 4:00 to 4:30 | <b>Overview Agenda and the Local Elected Leadership Model</b><br>The session goals and agenda will be reviewed, along with an overview of the governance model that is being used to help Rockville achieve both long and short-term outcomes.  |
| 4:30 to 5:30 | <b>Define Current State</b><br>In a structured discussion, the Mayor and Council Members will provide their perspectives on trends in the external environment and the City's internal environment, including how the Mayor, Council, and staff are working together. This discussion serves a basis for getting "facts as we know them" on the table as a foundation for discussion of the future. |

## ROCKVILLE MAYOR AND COUNCIL PLANNING SESSION AGENDA, page 2

5:30 to 6:30            **Dinner with Group**

6:30 to 9:00            **Assess Long Term Direction/Review the Mayor and Council Vision**  
Developing the Vision is the first step of priority setting in that the Mayor and Council develop (or affirm) the focus areas of the Vision and the content of the desired future for the City. The Mayor and Council Members will work in small groups to share perspectives on what to preserve about the City and what will be different 20 years out. From this discussion, Council will review the focus areas of the 2020 Vision to insure that they provide inspiration and describe the City's ideal, preferred future state. The Council will revise the Vision or agree upon a strategy for modification as needed. (Note that the Session Agenda does not allow time for an extensive rewrite within the session.)

9:00 p.m.              **Adjourn for Evening**  
(Note that there may be a possible writing assignment on Vision)

### Saturday, January 16, 2010

8:15 to 8:30            **Continental Breakfast available**

8:30 to 8:45            **Overview/Review**  
(Note that Vision drafts may be considered at this point)

8:45 to 10:15          **Define Strategic Position**  
Cities that position themselves well over the next 3 years will be the most successful in coming out of the economic crisis. From the current state discussion, the Mayor and Council will develop any specific, near-term strategies or considerations that will insure that the City emerges in a good strategic position as the environment changes.

10:15 to 12:00        **Develop Priorities: Phase One**  
The Mayor and Council will identify specific priorities that the elected body would like to achieve to attain each component of the Vision and to enhance its strategic position. The choice-making discussion will also focus on non-priorities that the Council can identify that will put the City in a better strategic position.

12:00 to 1:00         **Lunch with the Group**

1:00 to 3:00           **Develop Priorities: Phase Two**  
The Mayor and Council will have further discussion and agree on specific priorities that will move the City toward the Vision and its desired strategic position, thus forming a framework for short range and long range planning.

- 3:00 to 5:00      **Identify Effective Roles and Guidelines for Mayor/Council/Staff**  
As a follow on to the discussion of current and desired future state of the City, the Mayor and Council will identify roles and guidelines that will maximize its productivity and identify any changes that the body would like to make in its agreements or relevant documents.
- 5:00 to 6:00      **Organize for the Work to Come/Evaluate Session**  
The Mayor and Council will determine an action plan to follow up on the Vision, Priorities, and roles and/or Operating Guidelines. The body will also evaluate the session.
- 6:00 p.m.          **Adjourn**

### **LOCAL ELECTED LEADERSHIP MODEL**

